

NewsLink

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NC Beer Month kicks off this Friday

The fourth annual [NC Beer Month](#) begins this Friday with more than 80 breweries and dozens of destinations across the state participating. Co-sponsored by Visit North Carolina and the [N.C. Craft Brewers Guild](#), NC Beer Month is designed to draw the attention of beer travelers with special events throughout April and to solidify North Carolina's stature as a top beer destination year-round. In recognition, too, Gov. Pat McCrory has proclaimed April as NC Beer Month.



The April celebration is supported by a dedicated [website](#) and social media outreach by Visit North Carolina and the Craft Brewers Guild as well as efforts by destinations and local partners. The 2016 promotion adds livestreaming on the [Periscope](#) app to the [social media conversation](#) about NC Beer Month. Partners are encouraged to use the #NCBeerMonth hashtag when posting on their channels.

With five weekends, this April is an ideal month for beer travelers to explore North Carolina. Every weekend features at least one craft beer festival, starting this Saturday with [World Beer Festival Raleigh](#) and concluding April 30 with the [Sharpen the Blades Saison Fest](#) in Asheville. The range of events takes in outdoor activities (Waterline Brewing's [Bike Ride & Scavenger Hunt](#) in Wilmington, [Tour de Brew](#) in Raleigh); culinary events (Durham's [Bull City Food & Beer Experience](#), Weeping Radish Farm Brewery's [Farm to Fork Anniversary Dinner](#) in Grandy, [chocolate and beer pairings](#) at Heinzelmannchen in Sylva); beer premieres (including a [white ale bragot](#) at Sugar Creek Brewing in Charlotte and a collaborative [Imperialistic Red IPA](#) from D-9 in Cornelius and Fortnight in Cary); mixed-drink excursions ([Beer, Barbecue and Whisky Tour](#) in the Morganton area, [Beer, Wine, Shine & Dine Tour](#) in Johnston County); and friendly competition ([NC Beer Month Bingo](#) in Pilot Mountain, [Craft Beer Olympics](#) in Cornelius, the [White Street Brewers Guild Open](#) in Wake Forest).

Beer-related events can be posted to NCBeerMonth.com through the shared VisitNC.com database by [Extranet contacts](#) in all 100 counties.



Participate with Welcome Centers for National Travel & Tourism Week

This year's [National Travel & Tourism Week](#) is May 1-7. Each year, North Carolina's nine Welcome Centers celebrate the occasion by inviting travel partners to help thank visitors for

traveling here. Tourism Week provides an excellent opportunity to bring your message directly to visitors in the state seeking travel information. Attractions, accommodations and other tourism-related businesses are invited to [contact the individual Welcome Center managers](#) to coordinate participation in Tourism Week; there is no charge to participate, but space is limited and reservations are required. National Travel & Tourism Week activities at the N.C. Welcome Centers will be on May 4 at I-40 West and I-77 North; on May 5 at I-26 East and I-95 North; and May 6 at I-26 West, I-85 North, I-85 South and I-95 South. The I-77 South Welcome Center will observe Tourism Week with a Pit Stop during the race weekend events at the end of May. Each Center's observance will take place 10 am - 2 pm.

U.S. Travel Association offers a [tool kit](#), with resources such as ways to salute travel, talking points, suggestions for a successful Travel Rally Day, and samples for a proclamation, blog post, press release, op-ed, and media advisory.

Travel and tourism professionals from across the nation work throughout National Travel & Tourism Week to promote the impactful contributions their travel markets and organizations make to the U.S. economy. The travel community marks the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local governments. This year, the goal is to ensure that travel - and its positive impact - is part of the discussion amidst the 2016 election season. After all, travel is a primary industry in America. That's why travel is "hitting the campaign trail" for National Travel & Tourism Week 2016.

Join the celebration on Twitter (@USTravel), using the hashtag #NTTW16.



Deadline for Visit NC 365 survey this Friday

Visit NC 365 attendees are reminded to complete the survey by **this Friday, April 1**. If an attendee didn't get the survey, which was emailed last week, please contact Marketing Specialist [Dana Grimstead](#) at (919) 447-7761.

The next Visit NC 365 Conference is slated for Greenville, March 19-21, 2017.

Visit NC-hosted press trip leads to '7 Reasons to Visit Durham'



A press trip for a freelance writer hosted by Visit North Carolina, in partnership with the Durham CVB, has led to an article on Fodors.com, "[7 Reasons to Visit Durham](#)." The article noted, "Durham is adapting to popular culture by welcoming funky hotels, hip lounges serving craft cocktails, and small boutiques that are quickly filling up the once-abandoned streets. But just because the city might be upping its coolness factor, it's still holding on tight to its Southern charm, hospitality, and



A previous Tourism Week celebration at one N.C. Welcome Center

history." The article featured several of Durham's top attractions in addition to the 21c Museum Hotel and The Durham. The online piece reached nearly 35,000 readers.

TRAC coming to Beech Mountain/Banner Elk region April 21

Tourism-related businesses in the Beech Mountain/Banner Elk regional area - including the surrounding counties - will have an opportunity to work with Visit North Carolina staff to learn about its research, development and marketing services, and discuss best practices in reaching travelers, the media and increasing tourism visitation and spending. Visit North Carolina's Tourism Resource Assistance Center (TRAC), a community-based training program designed to help small tourism-related businesses, will be held 10 am - 2 pm on **April 21** at the Best Western Mountain Lodge in Banner Elk.



A previous TRAC in Fayetteville

There is no charge to attend, no reservation is required, and there are no PowerPoint presentations. This is a come-when-you-can/stay-as-long-as-you'd-like event opportunity for all tourism-related businesses to meet one-on-one with program managers to discuss better ways to promote their property or event. TRAC brings Visit North Carolina's program managers to local communities to discuss the nuts and bolts of working with the organization. This invaluable program is designed to help tourism-related businesses engage more fully with programs offered by Visit North Carolina and its partners.

Representatives from the EDPNC's BLNC, N.C. Dept. of Commerce, N.C. Dept. of Natural & Cultural Resources and NC GreenTravel will also be on hand to discuss services they can provide businesses, including strategic planning, assisting with identifying funding sources and serving as liaisons with other local, state and federal agencies. For additional information on this session or to learn more about scheduling a TRAC visit to your community, contact [André Nabors](#) at (919) 447-7771.

Fearnrington Village, beaches at Ocracoke Island, Cape Hatteras in spotlight



In *USA Today's* Travel Experience's "[50 states, 50 dates: Romantic ideas around the USA](#)," Fearnrington Village is the selection for North Carolina. Visit North Carolina's PR team recommended Fearnrington Village and worked with Fearnrington's PR team for the photograph. The piece garnered 784,596 impressions.

USA Today's 10Best has announced its "[Best East Coast Beaches](#)," and Ocracoke Island Beach (#3) and Cape Hatteras (#6) are among the top 10. 10Best enlisted the help of a panel of beach and East Coast local experts, which nominated 20 finalists that were put to an online vote.



April brings 'The Nature Issue'

For its April issue, *Our State* magazine offers "The Nature Issue," with "100 Secrets of N.C.'s National Parks" and related stories on "this land we love." "City Portrait" visits Greensboro, "Native" looks at the Venus Fly Trap and "Family Tradition" spends a day at the N.C. Zoo. The April issue is on sale now.

Schuette new tourism manager for Onslow County

Kristen Schuette has been selected as the new Onslow County Tourism Manager. She may be contacted at (910) 347-3141 or via tourd@jacksonvilleonline.org.



Recycling matters to visitors

When most people think about going green, the first thing that comes to mind is recycling. The "[Survival of the Greenest](#)" study shows that recycling bins are the best example travelers consider of an attraction's environmental commitment. And not having a recycling program can result in some strong emotions as [one hotel found](#). According to the N.C. Dept. of Environmental Quality's [Recycling Business Assistance Center](#), recycling is also good for North Carolina's economy. Travelers, [even event planners](#), are becoming more knowledgeable about waste reduction and are asking questions about where the recyclables go. So it is important that if there is a recycling program, it goes beyond just putting a few recycling bins in a lobby. For more information on recycling, visit the U.S. EPA's [Recycle on the Go](#) or [Recycle Together](#). The National Restaurant Association's [Conserve Program](#) features some great tools for being more sustainable. For additional assistance in implementing a recycling program, get in touch with the [local waste reduction contact](#) or contact [NC GreenTravel Program Manager Tom Rhodes](#) at (919) 707-8140.



For the week of March 31 on [North Carolina Weekend](#), enjoy a profile of Lincolnton. Set sail with PirateFest in Greenville. It's batter up at the N.C. Baseball Museum in Wilson. Relax at the Red Rocker Inn in Black Mountain. And the "House Special" samples the fare at Sticks and Stones in Greensboro. (*Please note: listings are subject to change.*) *North Carolina Weekend* is underwritten by Visit North Carolina. In addition, UNC-TV has made recent editions of *North Carolina Weekend* available online.

The top activities for overnight visitors to the Coastal Region are visiting the beach, shopping, visiting relatives, visiting a state/national park, fine dining and rural sightseeing. For more North Carolina regional visitor profile information, click [here](#), or contact Tourism Research Director [Marlise Taylor](#) at (919) 447-7748.

Upcoming Industry Meetings & Events

April 3-7 - NASC [Sports Event Symposium](#), Grand Rapids, Mich.

April 4-6 - SETTRA, STS [Spring Symposium](#), Baton Rouge, La.

April 7-9 - AFCI Locations Tradeshow, Los Angeles, Calif.

April 21 - Visit NC's TRAC, Beech Mountain/Banner Elk

May 1-7 - [National Travel & Tourism Week](#), nationwide

May 9-10 - MPI-CC Annual Meeting, Hilton Head, S.C.

May 10 - NC Travel & Tourism Board Meeting, Raleigh

May 11-12 - BRPA Annual Membership Meeting, Boone



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